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**Before the  
Federal Communications Commission  
Washington, D.C. 20554**

FILED/ACCEPTED  
NOV 2 - 2006  
Federal Communications Commission  
Office of the Secretary

In the Matter of Federal Communications  
Commission Notice of Proposed Rulemaking  
(NPRM) on Media Ownership,

)  
)  
)

Docket No. 06-121

**Comment of Media Action Marin on behalf of itself and the below listed concerned individuals and organizations.**

**A. INTRODUCTION**

Media Action Marin MAM is a grassroots media advocacy group in Marin County that 1) works to inform the Marin public about the failure of the mainstream corporate media to provide unbiased and diverse news and information on the important issues of the day, 2) educates viewers about the potential of Community Television to educate and inform community members and to give Marin's diverse cultures a voice in their community, and 3) takes a leadership role in the effort to build and run a successful Marin Community Media Center (MCMC).

On June 21, 2006, the Federal Communications Commission (FCC) initiated its Quadrennial Regulatory Review of Broadcast Ownership Rules, and is seeking comment through a formal Notice of Proposed Rulemaking (NPRM). The following comments on this NPRM are hereby submitted to the FCC today by Media Action Marin.

With this background, Media Action Marin Respectfully Submits the following Comment to the Federal Communications Commission in this proceeding:

**Democracy demands diversity of opinion**

**Protect the First Amendment**

The public has the constitutional right to communicate in an uninhibited marketplace of ideas. The purpose of the First Amendment is to preserve that right. As stated by the United States Supreme Court:

"It is the purpose of the First Amendment to preserve an uninhibited marketplace of ideas in which truth will ultimately prevail rather than to countenance monopolization of that market... It is the right of the public to receive suitable access to social, political, esthetic, moral and other ideas which is crucial here."  
(Red Lion Broadcasting Co. V. FCC, 395 U.S. 367)

**Just a Few Corporations Control The Media**

Over the last twenty years, corporate ownership concentration has led to steep declines in female, minority and local ownership opportunities and the homogenization of content in radio, television and newspapers. In truth, just a few corporations control most of what Americans see, hear and read.

**Ownership Matters**

The main goal of any action being considered by the Federal Communications Commission should be the protection of diversity in media ownership. The FCC should stand firmly in favor of a diverse, equitable and fair media marketplace. Prior to enacting any new rules on media ownership, *Media Action Marin* and the undersigned

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## **Communication is a Fundamental Human Right**

Everyone has the right to communicate, not just those with the loudest microphones, the most expensive studio or the widest distribution network. The FCC's goal should in these proceedings should be "to preserve an uninhibited marketplace of ideas in which the truth will ultimately prevail."

**Democracy demands and requires nothing less.**

+++++

**Respectfully Submitted by:**

**Media Action Marin, by Peter Franck, Chair**  
**Mill Valley Seniors for Peace, Bill Usher, Chair**  
**Canal Human & Economics Council, Jon Ortega, President**

**Social Justice Center of Marin, by Leop De Martini**

**Marin Peace and Justice Coalition, by \_\_\_\_\_**

**Marin County Central Committee, Democratic party \_\_\_\_\_**

**American Civil Liberties Union, Marin chapter, by \_\_\_\_\_**

## **THE FOLLOWING INDIVIDUAL RESIDENTS OF MARIN COUNTY**

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✓ <u>Regina Carey</u>	<u>BORN YESTERDAY/NOT @Aol.com</u>
✓ <u>B. S. Sykes</u>	<u>bemily.sykes@yahoo.com</u>
✓ <u>Greg Borch</u>	

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*email address*

✓ Evelyn Schaaf      Schaaf@dslxtreme.com

✓ Louise Gost

✓ Kelly R. Martin

✓ Harold C. Cook      Value@dslxtreme.com

✓ John Smith

✓ Brian Lamoreaux      brian.lamoreaux@mac.com

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**Marin Peace and Justice Coalition**  
**Be The Media, by David Mathison**  
**Social Justice Center of Marin**  
**[other sign-ons pending]**

### THE FOLLOWING INDIVIDUAL RESIDENTS OF MARIN COUNTY

Name	Email address	Phone for verification purposes only (415-	Please check, for notification of future media activism events
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✓ Cheryl Goldberg			
✓ SW (TROMAINE)	le+iii@yahoo.com	459-7807	✓
✓ Larry Bragman	bragman@msn.com		✓
✓ ESTHER BLAUER	e.blau@comcast.net	383-0551	✓
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✓ M. L. L.		415-454-6764	

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<i>Name</i>	<i>email address</i>
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_____	_____
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*Name*

*email address*

✓ ~~Bruce Yrigil~~  
✓ ~~Benny Sykes~~

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benily sykes@yahoo.com

✓ Zhenya Spake

✓ John Reynolds

johnsonreynolds@yahoo.com

✓ Stephanie DeSalvo



Michael Monasky 9035 Plaza Park Drive Elk Grove, CA 95624 916-852-0750  
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**BEFORE THE FEDERAL COMMUNICATIONS COMMISSION  
A HEARING IN OAKLAND, CALIFORNIA  
ON CORPORATE CONSOLIDATION AND CONCENTRATION OF OWNERSHIP  
FRIDAY, OCTOBER 27, 2006**

For five years I was the unpaid, volunteer producer of a community television public affairs program in Sacramento. I shot, edited, and disseminated nearly 200 broadcast-quality episodes of *The General Welfare*, covering, C-SPAN-style, the uncovered; global and local activists and academics who addressed social-justice issues, marginalized and ignored by the commercial, corporate mass media.

David Hosley, General Manager at PBS-KVIE, refused to air such shows, saying he would do so only if each episode would be delivered, free of charge, accompanied by an on-air fee of \$20,000 per episode. Pay-to-play is the mantra at community TV, public TV, and commercial TV. I am incensed that this is the case.

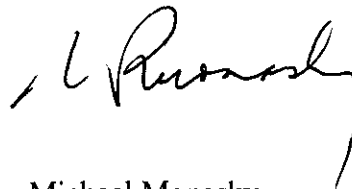
These broadcast airwaves belong to the people. Adding cable insult to broadcast injury, monopolies have been granted by municipalities and counties to corporate-cable media giants, in return for a few cable channels. There are parts of my home front yard property with which I may not tamper due to right of way granted to cable TV utilities.

I have never owned broadcast-quality audio-video gathering and editing equipment. I have always borrowed it. It is no longer available, in working order, at ACCESS Sacramento. Their budget was slashed years ago by the Sacramento Metropolitan Cable Television Commission, a joint-powers agency for Sacramento County and its municipalities. Otherwise, I'd be shooting and editing today. Even miniaturized, digital equipment is still prohibitively expensive for working folks like me.

So I, too, must pay-to-play. I must pay to belong to ACCESS Sacramento, but its equipment is beyond repair, unavailable to me in working order. I must pay, to PBS General Manager David Hosley at KVIE, \$20,000 per broadcast episode of a public affairs TV show, which I must provide free of charge. And commercial, corporate TV is extravagantly expensive.

And this is just one example of how monopoly market economics mitigates the message to the masses. Money makes the message. Greed is good, Mr. Gecko.

Respectfully submitted,



Michael Monasky

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